



INDIANA TOURIST SIGNAGE



INTERSTATES

Supplemental Guide Signs



Who qualifies for Green signage?

Airports, armories, businesses, cemeteries, colleges or universities, convention centers, business districts/Main Street communities, educational centers, fairgrounds, military bases, religious sites, U-pick farms, orchards, farmers' markets and vocational-technical schools

Who qualifies for Brown signage?

Amusement parks, arenas, cultural centers, historical sites, museums, parks, recreation areas, forests, wildlife refuges, resorts, snow ski areas, scenic sites, specialty hospitals or institutions and zoological/botanical facilities

Requirements:

Attendance: The minimum annual attendance is 1,500 visitors. If a tourist attraction is more than two (2) miles from point of sign placement, minimum annual attendance will increase 5% for every mile up to 10 miles.

Hours: Attraction should be open to the public at least 5 days a week, 6 hours per day and a minimum of 8 months per year.

On-Premise signage: Attractions must have identifying on-premise signage.

Cost per sign:

An outside consulting engineer and pre-qualified contractor must be retained by the applicant for the fabrication and installation of these signs. Applicant will also pay \$300 annually for maintenance and \$25 for seasonal modifications (if applicable).

The Indiana Department of Transportation will bear the fabrication, installation, and maintenance costs of signage for government owned and/or operated facilities.

To apply, contact: Indiana Tourism, One North Capitol, Suite 100, Indianapolis, IN 46204 or 317-233-6761 or arichardson@commerce.state.in.us for a Tourist Attraction Sign Policy & Application.

Logo Signs



Who qualifies? Food, gas and lodging establishments, campground facilities, amusement parks, business districts/Main Street communities, education centers, golf courses, historic sites, museums, resorts, ski areas, marinas, U-pick farms, orchards, farmers' markets, wineries and zoological/botanical facilities

To apply, contact: The Indiana Logo Sign Group at 800-288-5646 for information on signage & costs.

General Motorist Service Signs

The Department of Transportation determines installation and placement of these signs for visitor centers, food, gas, lodging, and campground facilities. Installation is based on criteria listed in the Tourist Attraction Sign Policy.



Consolidated Attraction Signage:

A municipality or county can submit a consolidated attraction signage proposal including sign design and location maps. All attractions must meet specified criteria in the Tourist Attraction Sign Policy for approval. Once approved, the municipality or county will be responsible for the design, fabrication, installation and maintenance of the consolidated attraction signage structures.



INDIANA TOURIST SIGNAGE

STATE AND U.S. HIGHWAYS



Tourist Oriented Directional Signs



Who qualifies for Green signage?

Airports, armories, businesses, cemeteries, colleges or universities, convention centers, business districts/Main Street communities, educational centers, fairgrounds, military bases, religious sites, U-pick farms, orchards, farmers' markets and vocational-technical schools

Who qualifies for Brown signage?

Amusement parks, arenas, cultural centers, historical sites, museums, parks, recreation areas, forests, wildlife refuges, resorts, snow ski areas, scenic sites, specialty hospitals or institutions and zoological/botanical facilities

Requirements:

Attendance: The minimum annual attendance is 1,500 visitors. If a tourist attraction is more than two (2) miles from point of sign placement, minimum annual attendance will increase 5% for every mile up to 10 miles.

Hours: Attraction should be open to the public at least 5 days a week, 6 hours per day and a minimum of 8 months per year.

On-Premise signage: Attractions must have identifying on-premise signage.

Cost per sign:

Applicant will pay \$100 fabrication fee, \$100 installation fee and a \$25 annual maintenance fee.

The Indiana Department of Transportation will bear the fabrication, installation, and maintenance costs of signage for government owned and/or operated facilities.

To apply, contact: Indiana Tourism, One North Capitol, Suite 100, Indianapolis, IN 46204 or 317-233-6761 or arichardson@commerce.state.in.us for a Tourist Attraction Sign Policy & Application.



General Motorist Service Signs



Who qualifies? Food, gas and lodging establishments, campground facilities, Visitor Centers

Requirements:

Location: Be located within 10 miles of a state or U.S. highway.

Hours: Be open to the public at least 5 1/2 days a week, minimum 8 hours per day and all year round.

Cost per sign:

Applicant will pay \$100 fabrication fee, \$100 installation fee and a \$25 annual maintenance fee.

The Indiana Department of Transportation will bear the fabrication, installation, and maintenance costs of signage for government owned and/or operated facilities.

To apply, contact: Indiana Tourism, One North Capitol, Suite 100, Indianapolis, IN 46204 or 317-233-6761 or arichardson@commerce.state.in.us for a Tourist Attraction Sign Policy & Application.

NOTE:

1. Although two specific sign colors are identified for supplemental & tourist oriented directional signage all categories can be green signs.
2. Signage will be placed on the nearest major State and U.S. roadway(s)/exit(s) to the attraction.
3. No more than two signs per signage type, one per direction, will be considered for any one attraction, and will be located at the closest major intersection and/or interchange.
4. There are additional requirements for approval for all categories, see Tourist Attraction Sign Policy.